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Respectfully submitted,

BANNER AND WITCOFF, LTD.

Atty. Docket No. 003797.00014

PATENT

Examiner: V. Naresh

Group Art Unit: 3629

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent of:

Jeffrey ALGER ET AL.

U.S. Pat. App. No.: 09/859,565

Filing Date: May 16, 2001

MERCHANT BRANDED SOFTWARE

AMENDMENT

Commissioner for Patents P.O. Box 1450, Alexandria, Virginia 22313-1450

Sir:

For:

In response to the Office Action of March 10, 2005, please amend this application as follows:

There are no amendments to the Specification.

Amendments to the Claims are reflected in the Listing of Claims, which begins on page 2 of this paper.

There are no amendments to the Drawings.

The Remarks begin on page 10 of this paper.